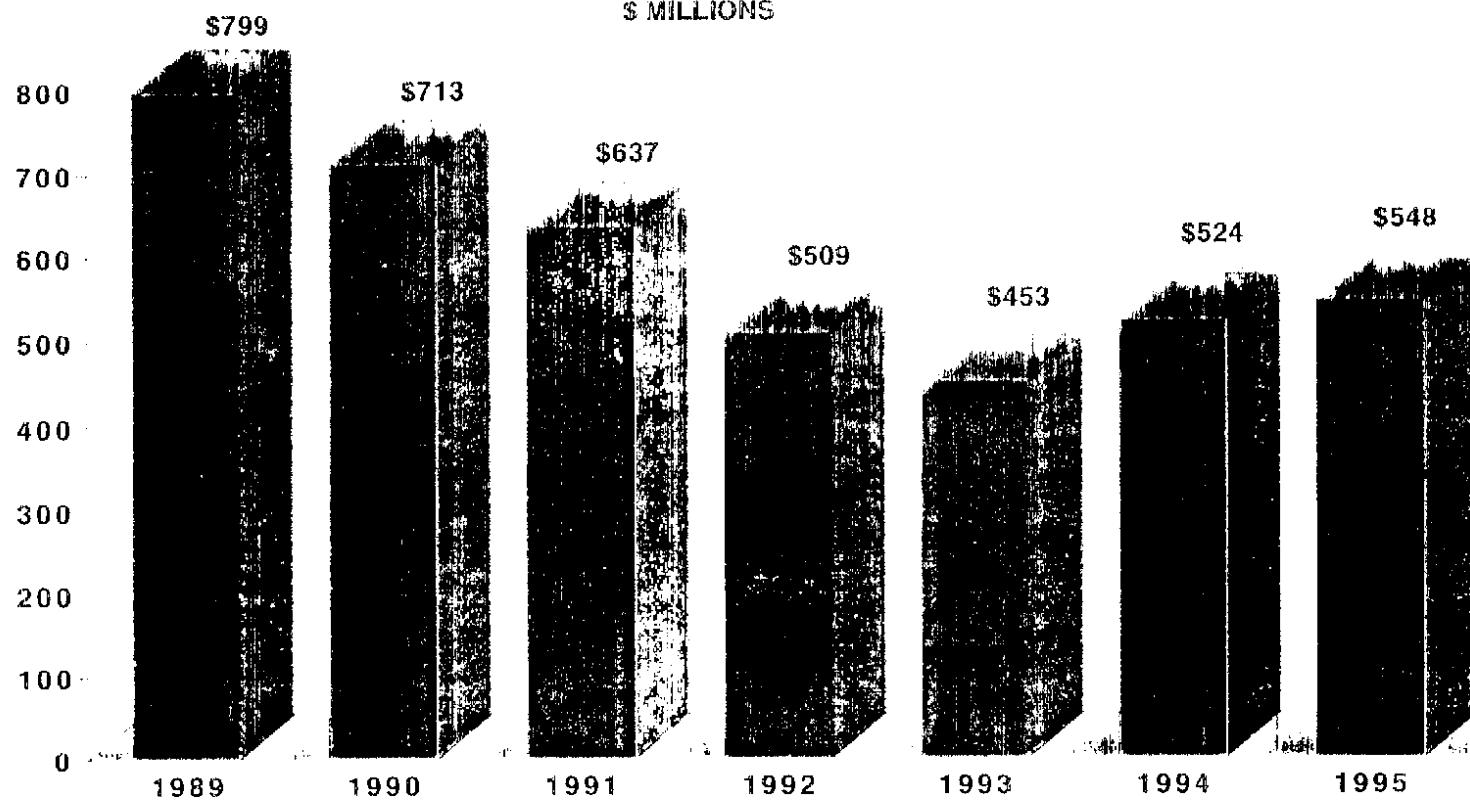


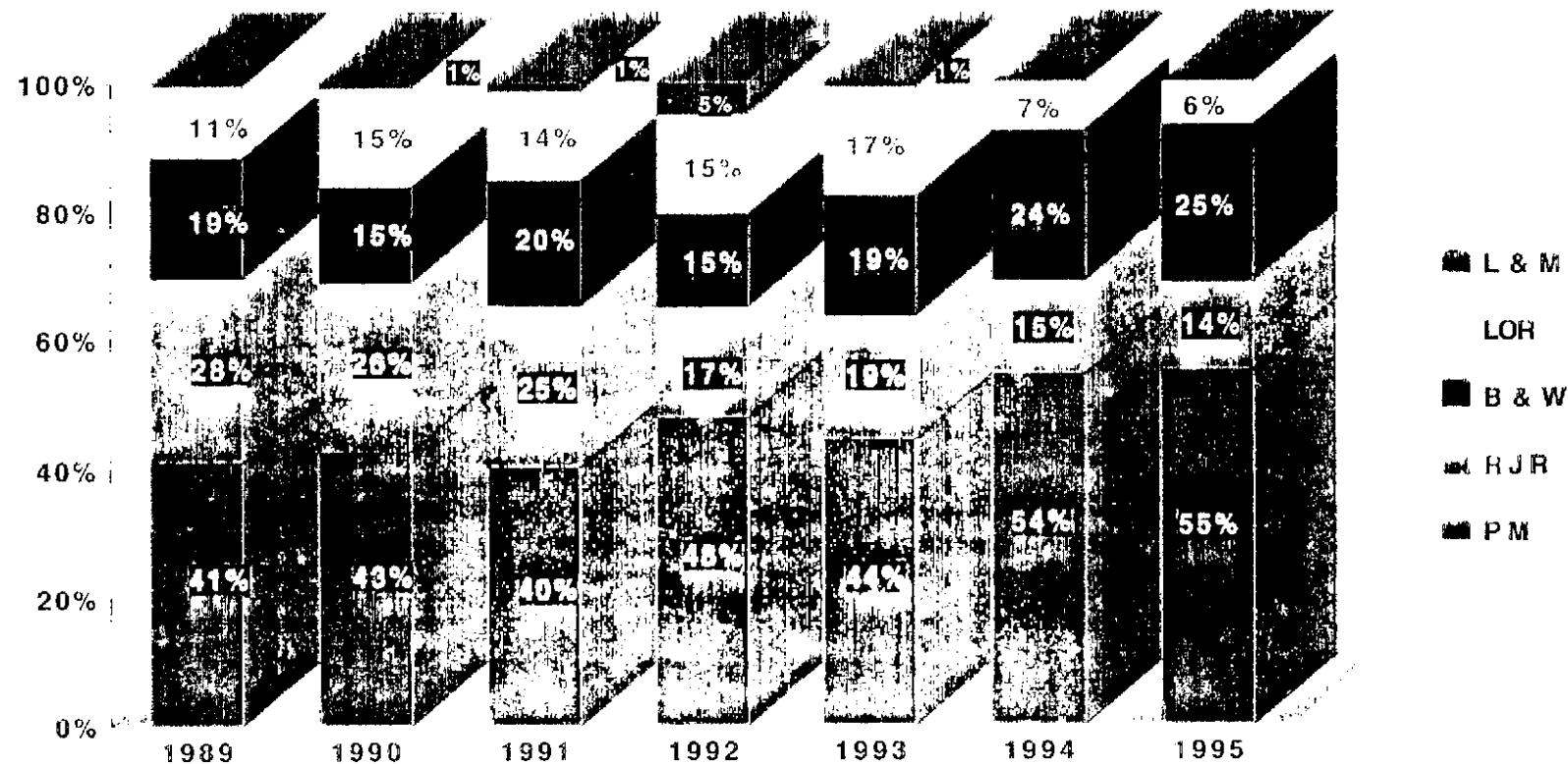
REPORTED INDUSTRY SPENDING

\$ MILLIONS



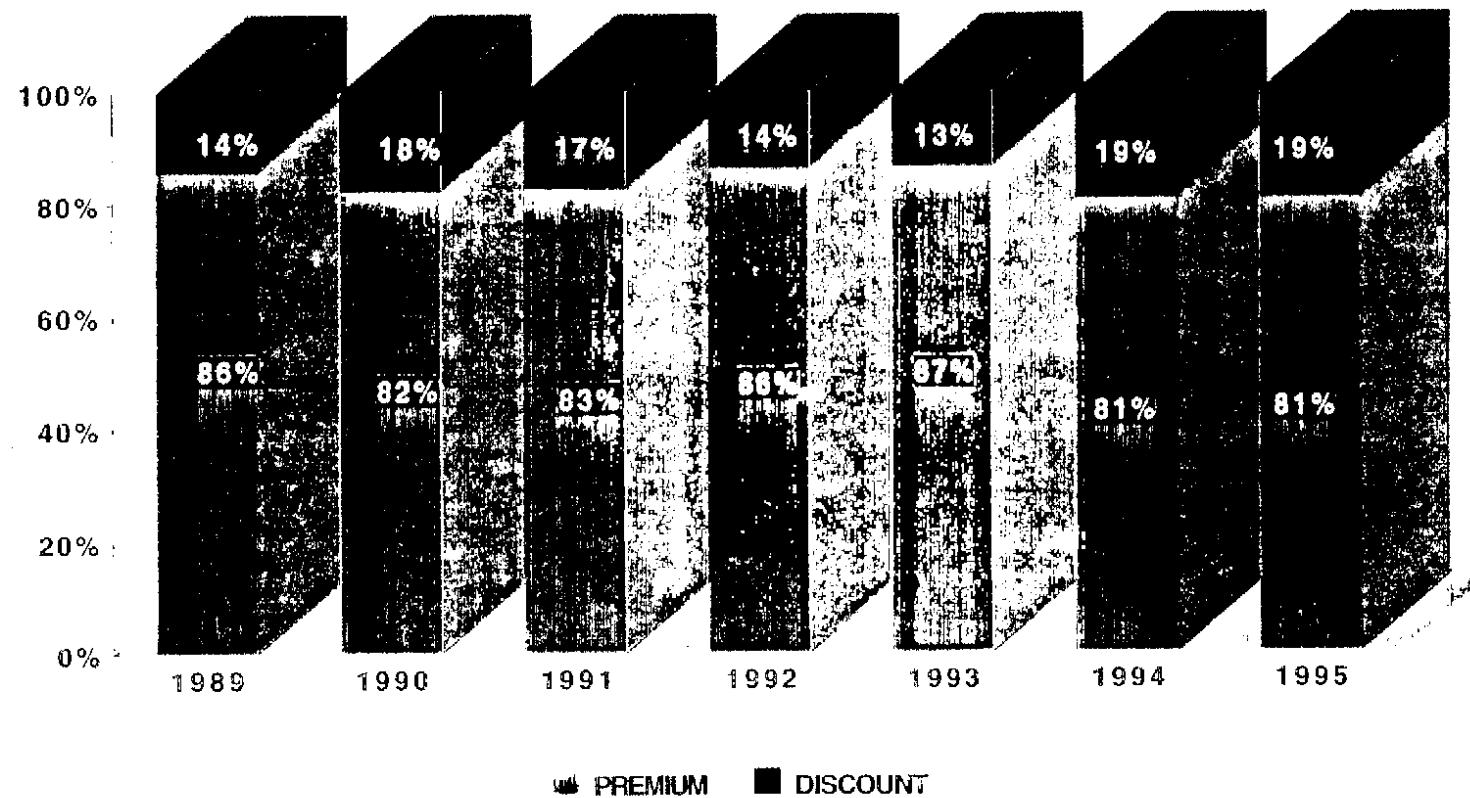
460297634

REPORTED SHARE OF SPENDING



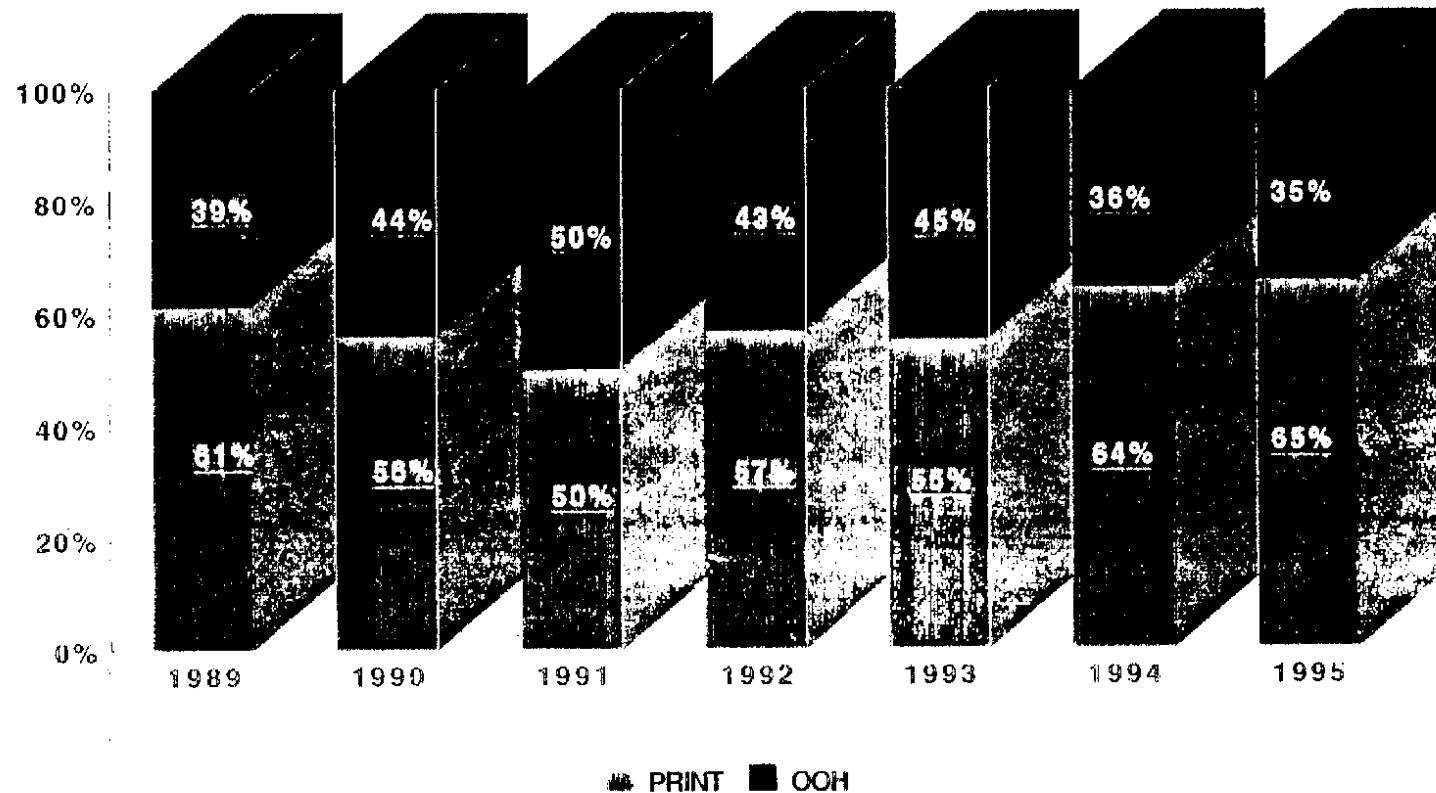
2060297635

REPORTED SHARE - PREMIUM VS DISCOUNT



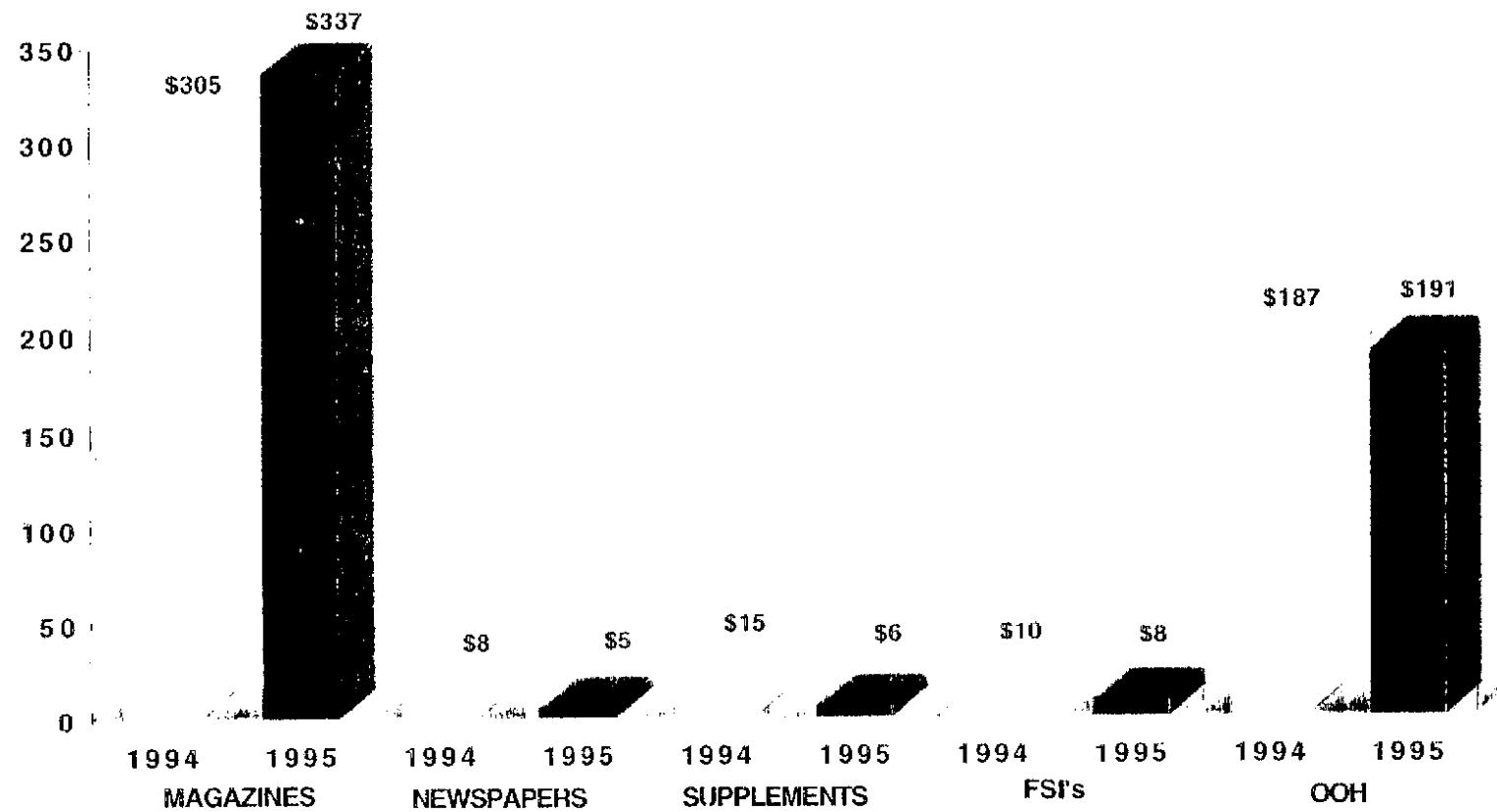
2060297636

REPORTED PRINT VS OUTDOOR



2060297637

INDUSTRY SPENDING BY MEDIUM - 1995 VS 1994



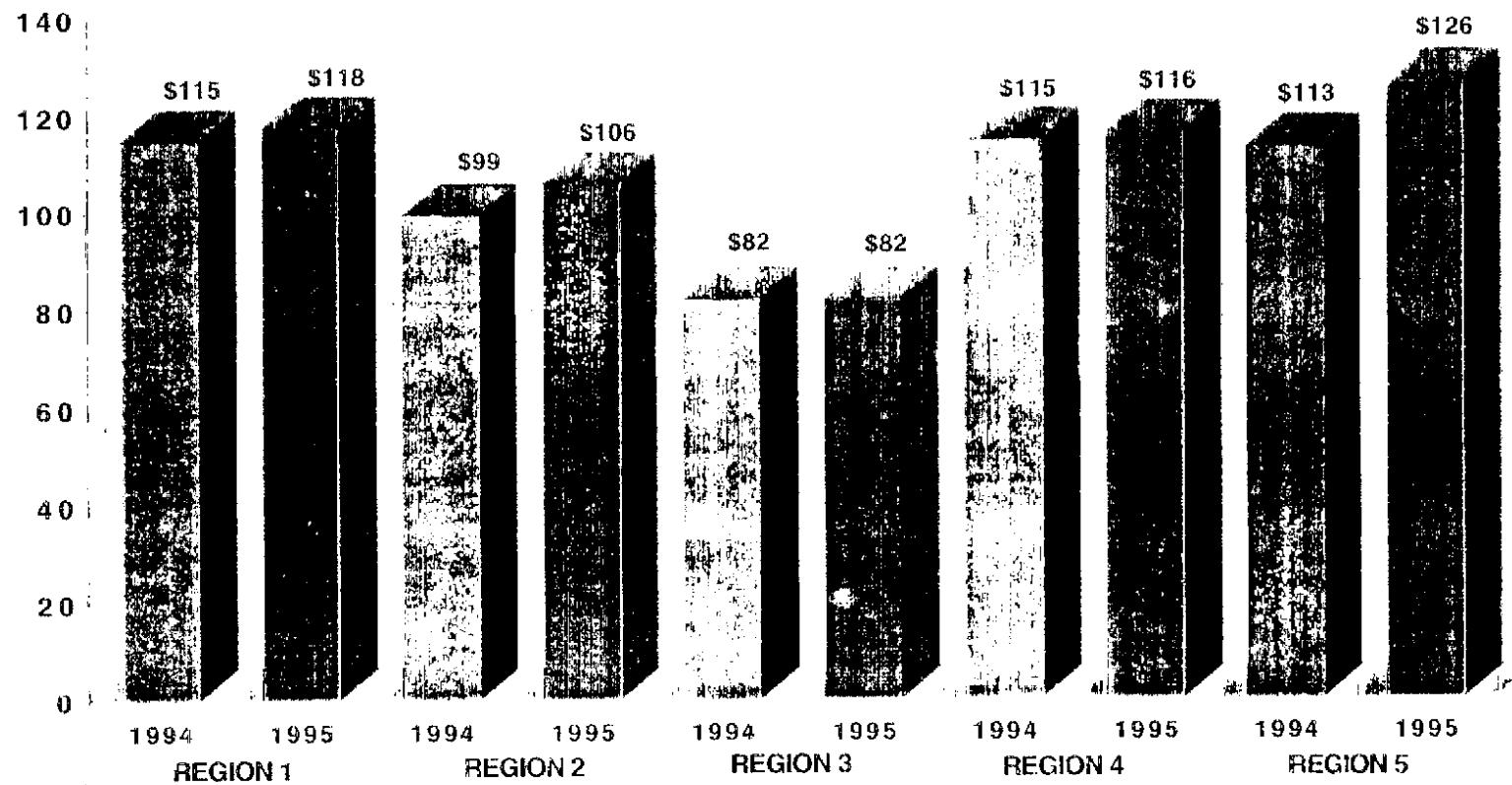
206297638

TOTAL MAGAZINE INSERTIONS - 1995 VS 1994

| | 1994 | 1995 | DIFFERENCE 1995 VS 1994 | % DIFF |
|---------------------------|--------------|--------------|----------------------------|-----------|
| TOTAL INSERTIONS | 3,518 | 3,732 | 214 | 6 |
| Women's Service | 279 | 354 | 75 | 27 |
| Sports | 400 | 456 | 56 | 14 |
| Women's Fashion/Lifestyle | 384 | 421 | 37 | 10 |
| Hispanic | 20 | 49 | 29 | 145 |
| General Editorial | 100 | 120 | 20 | 20 |
| Regional/Local | 72 | 90 | 18 | 25 |
| Special Interest | 150 | 167 | 17 | 11 |
| Men's General Interest | 224 | 235 | 11 | 5 |
| Corporate | 4 | 10 | 6 | 150 |
| Military | 97 | 98 | 1 | 1 |
| African American | 198 | 183 | -15 | -8 |
| Tabloid/Soaps | 411 | 399 | -12 | -3 |
| Theater Program | 46 | 34 | -12 | -26 |
| Automotive | 307 | 296 | -11 | -4 |
| Newsweeklies | 119 | 116 | -3 | -3 |
| Entertainment | 700 | 698 | -2 | 0 |
| Alternative | 7 | 6 | -1 | -14 |

206297639

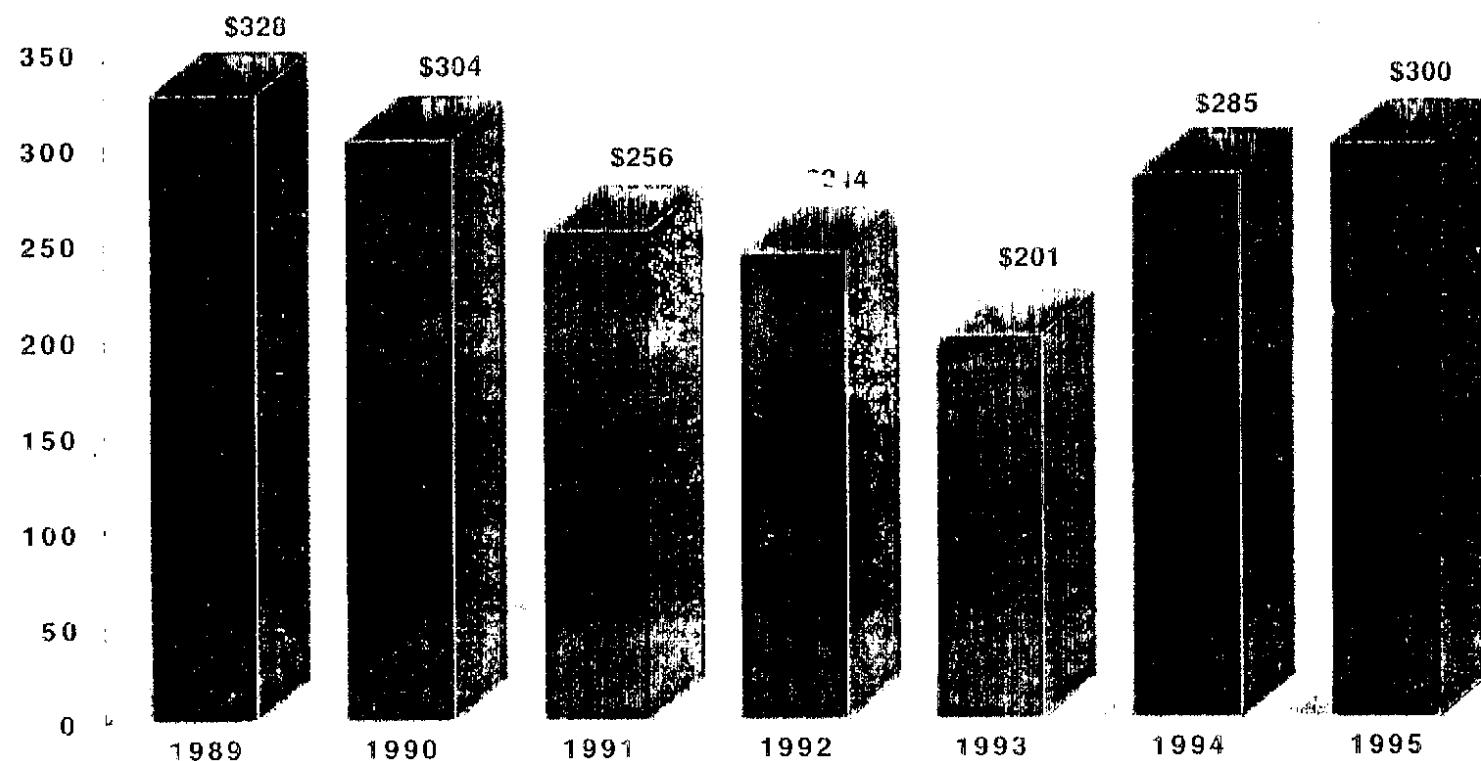
INDUSTRY SPENDING BY REGION - 1994 VS 1995



2060297640

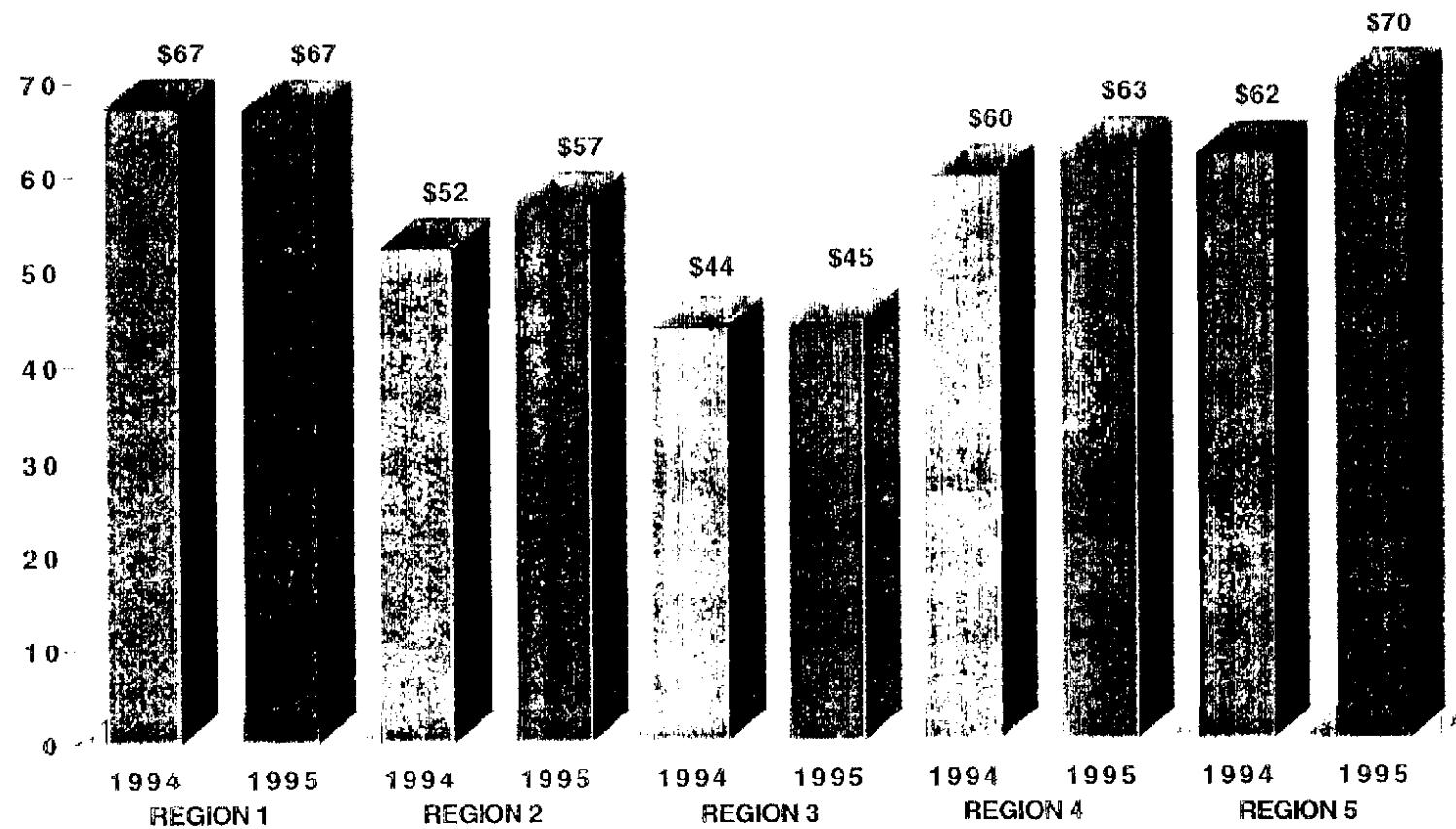
PHILIP MORRIS REPORTED SPENDING

\$ MILLION



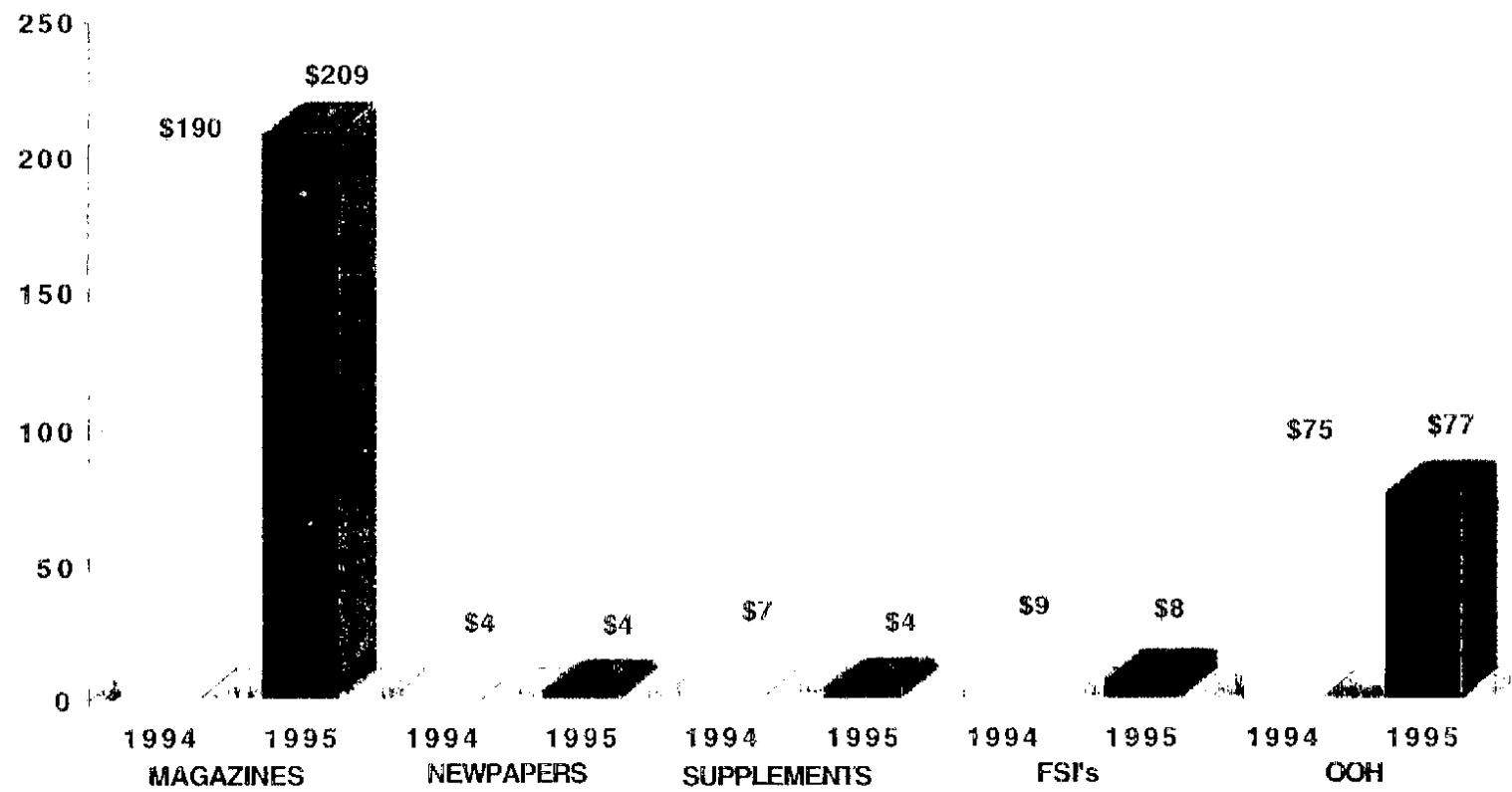
2060297641

PHILIP MORRIS SPENDING BY REGION - 1995 VS 1994



2060297642

PHILIP MORRIS SPENDING BY MEDIUM - 1995 VS 1994



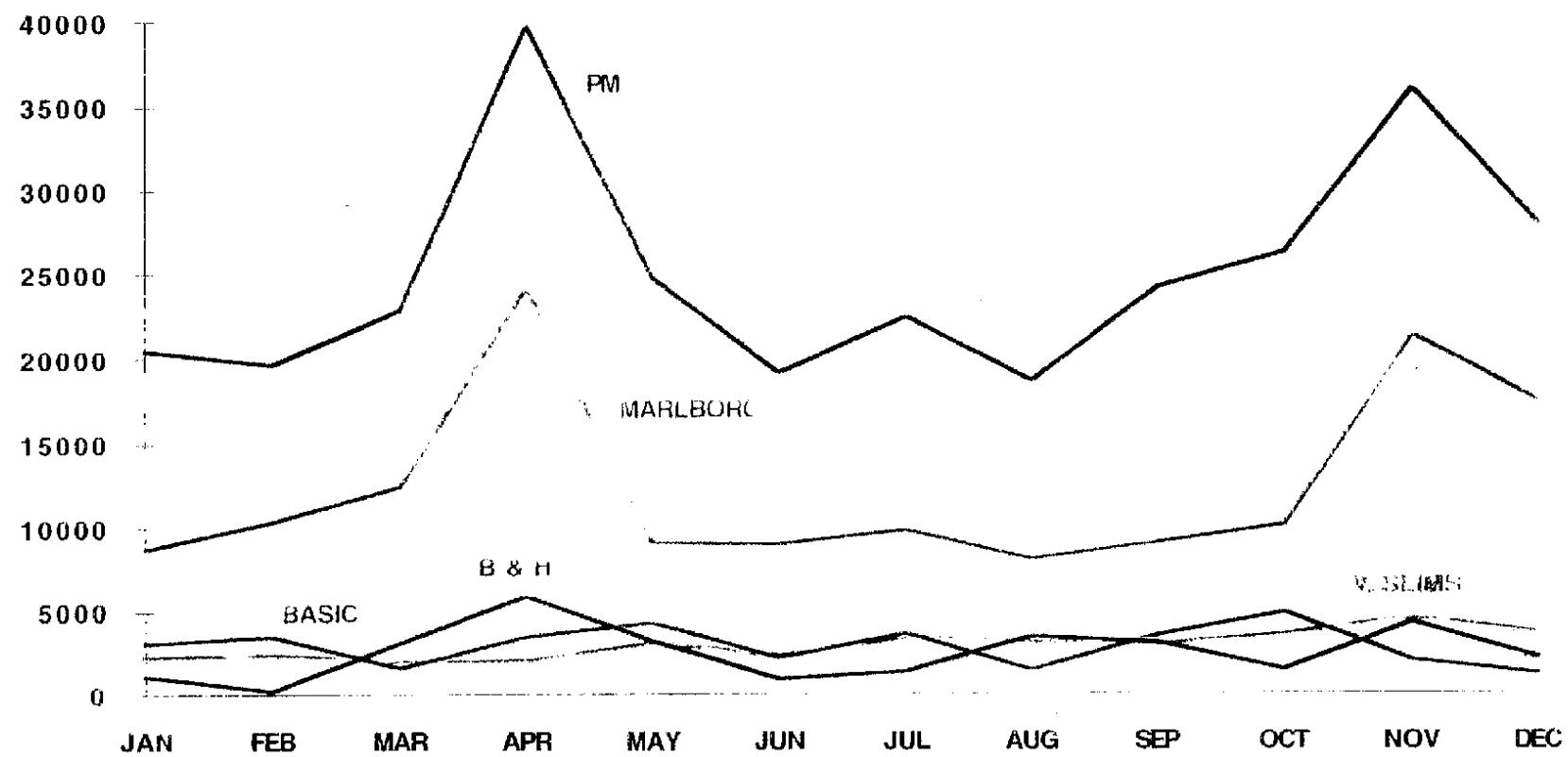
2060297643

PHILIP MORRIS MAGAZINE INSERTIONS - 1995 VS 1994

| | 1994 | 1995 | DIFFERENCE 1995 VS 1994 | % DIFF |
|---------------------------|-------|-------|----------------------------|-----------|
| TOTAL INSERTIONS | 2,004 | 2,094 | 90 | 4 |
| Women's Fashion/Lifestyle | 200 | 243 | 43 | 21 |
| Hispanic | 20 | 49 | 29 | 145 |
| Women's Service | 171 | 191 | 20 | 12 |
| General Editorial | 73 | 91 | 18 | 25 |
| Regional/Local | 50 | 61 | 11 | 22 |
| Automotive | 186 | 196 | 10 | 5 |
| Tabloid/Soaps | 134 | 143 | 9 | 7 |
| Sports | 245 | 252 | 7 | 3 |
| Special Interest | 76 | 82 | 6 | 8 |
| African American | 98 | 103 | 5 | 5 |
| Corporate | 4 | 5 | 5 | 125 |
| Newsweeklies | 96 | 66 | -30 | -31 |
| Theater Program | 43 | 25 | -18 | -42 |
| Entertainment | 410 | 397 | -13 | -3 |
| Men's General Interest | 146 | 142 | -4 | -3 |
| Military | 46 | 42 | -4 | -9 |
| Alternative | 6 | 4 | -2 | -33 |

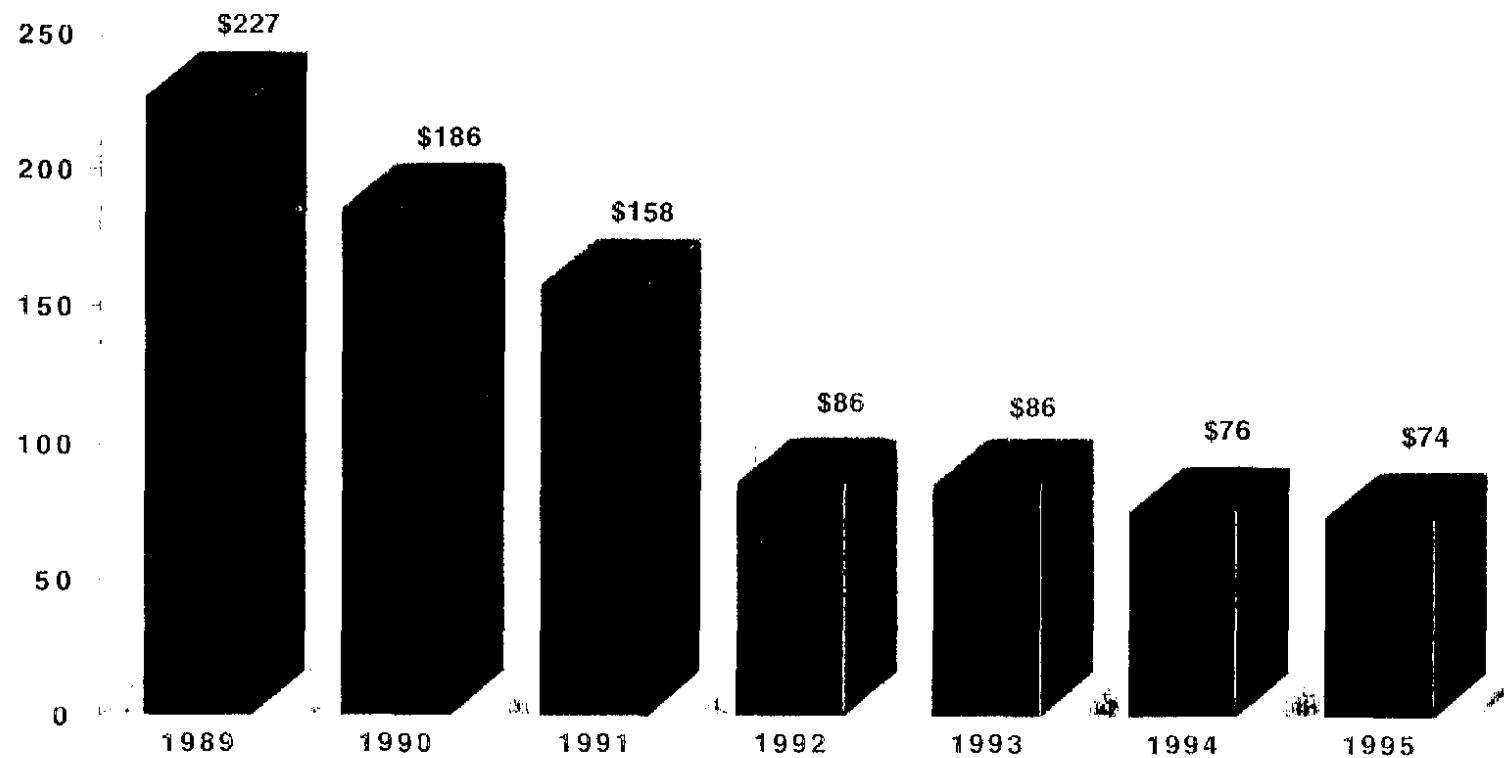
4496029764

1995 PHILIP MORRIS REPORTED SPENDING BY MONTH



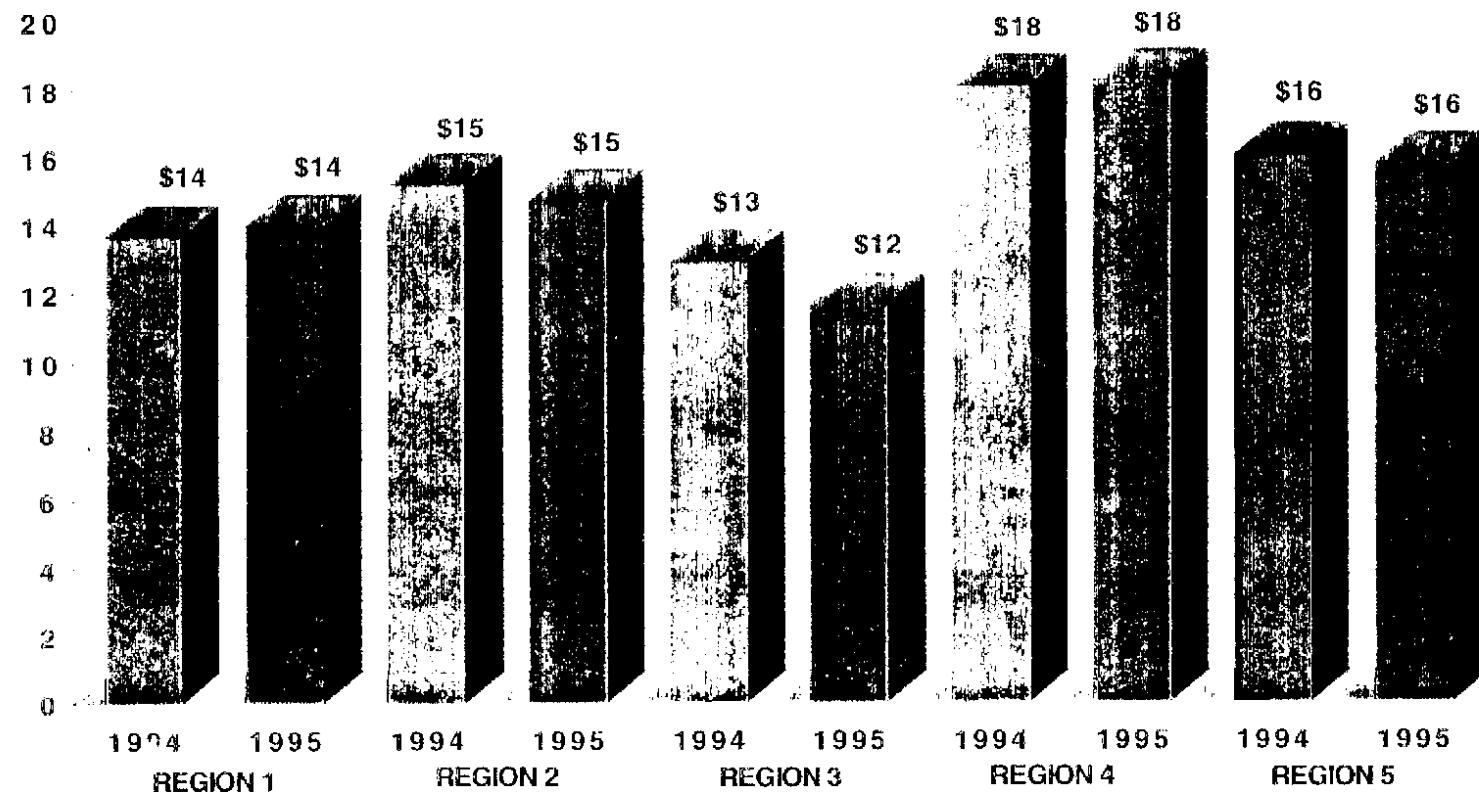
2060297645

R J REYNOLDS REPORTED SPENDING
\$ MILLIONS



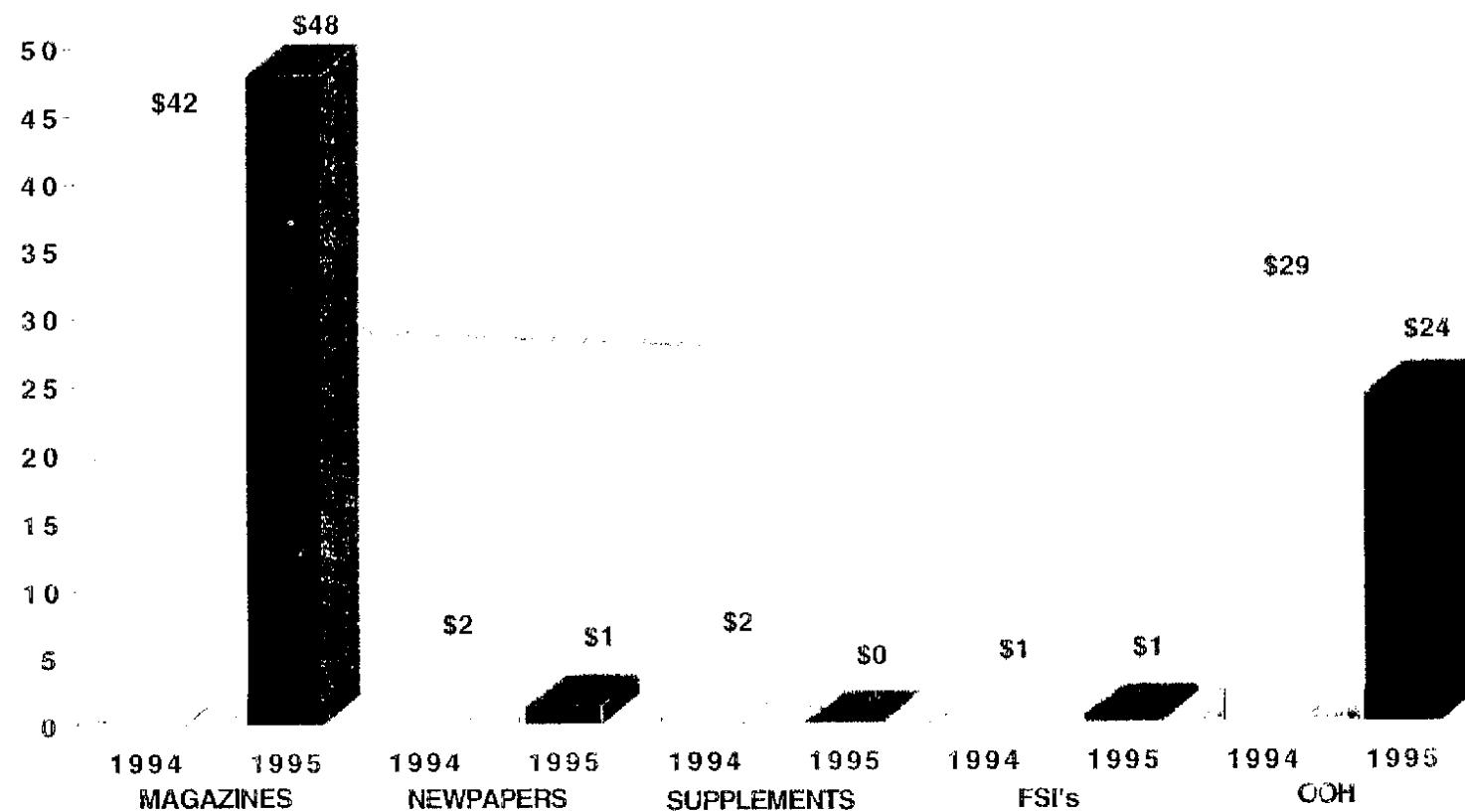
2060297646

RJ REYNOLDS SPENDING BY REGION - 1995 VS 1994



2060297647

RJ REYNOLDS SPENDING BY MEDIUM - 1995 VS 1994



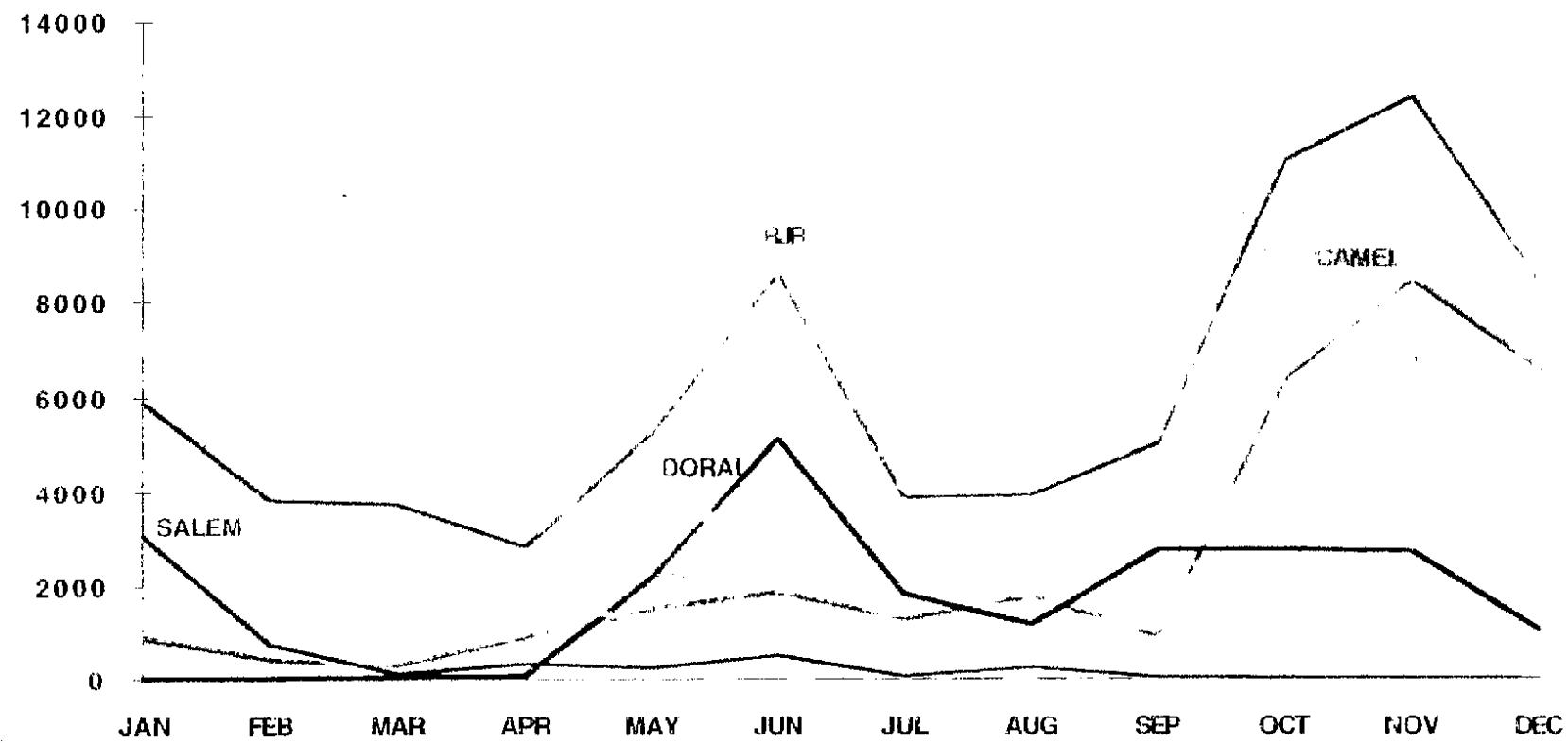
2060297648

R. J. REYNOLDS MAGAZINE INSERTIONS - 1995 VS 1994

| | 1994 | 1995 | DIFFERENCE 1995 VS 1994 | % DIFF |
|---------------------------|------------|------------|----------------------------|-----------|
| TOTAL INSERTIONS | 375 | 536 | 161 | 43 |
| Sports | 55 | 76 | 21 | 129 |
| Tabloid/Soaps | 35 | 79 | 44 | 126 |
| Women's Service | 8 | 31 | 23 | 288 |
| Special Interest | 17 | 36 | 19 | 76 |
| Entertainment | 88 | 99 | 11 | 13 |
| Newsweeklies | 0 | 8 | 8 | 0 |
| Men's General Interest | 27 | 35 | 8 | 30 |
| Regional/Local | 0 | 5 | 5 | 0 |
| General Editorial | 7 | 8 | 1 | 14 |
| Alternative | 4 | 5 | 1 | 100 |
| | | | | |
| Automotive | 82 | 63 | -19 | -23 |
| Military | 9 | 6 | -3 | -33 |
| Women's Fashion/Lifestyle | 42 | 41 | -1 | -2 |
| African American | 4 | 3 | -1 | -25 |

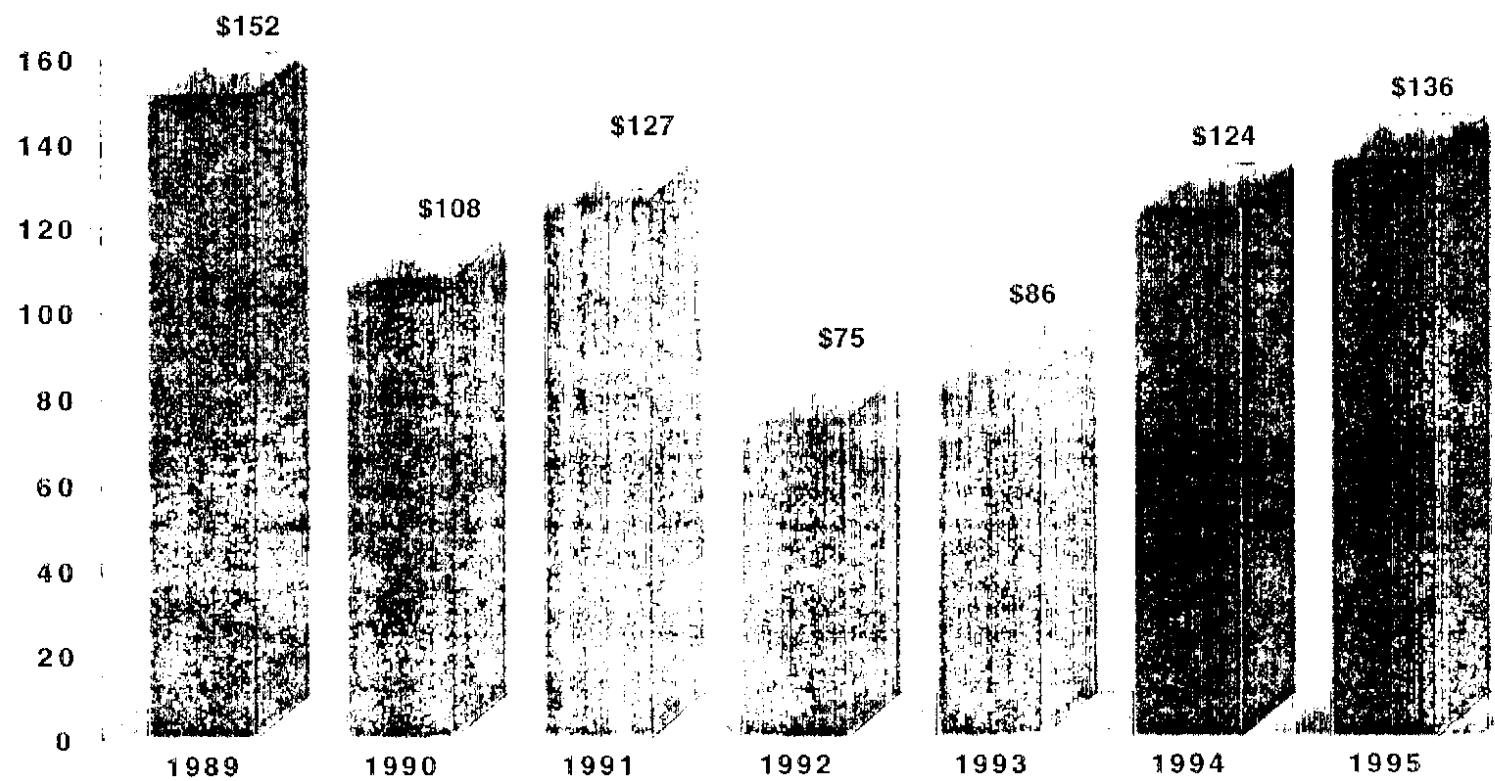
2060297649

1995 RJ REYNOLDS REPORTED SPENDING BY MONTH



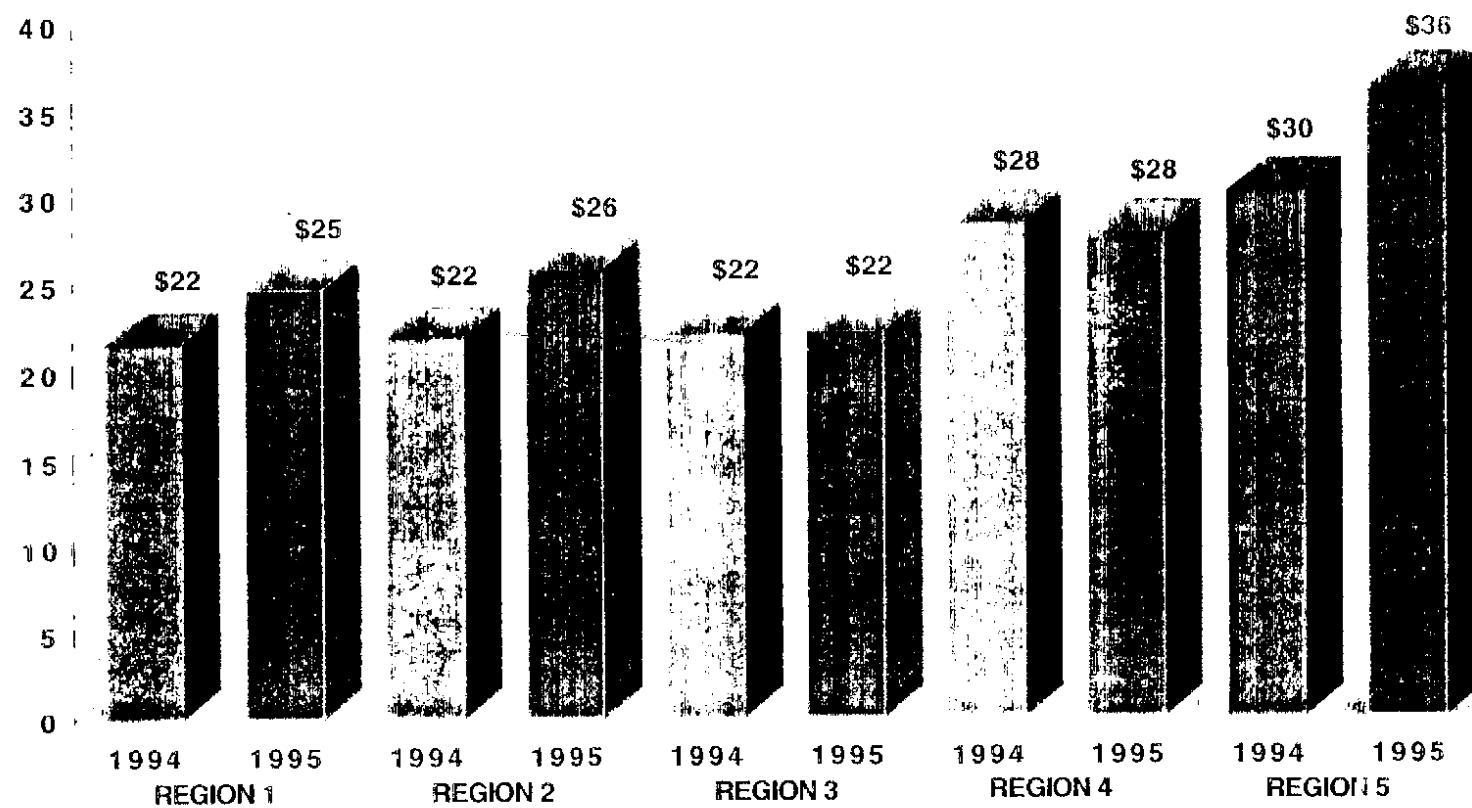
0592620902

BROWN & WILLIAMSON REPORTED SPENDING
\$ MILLIONS



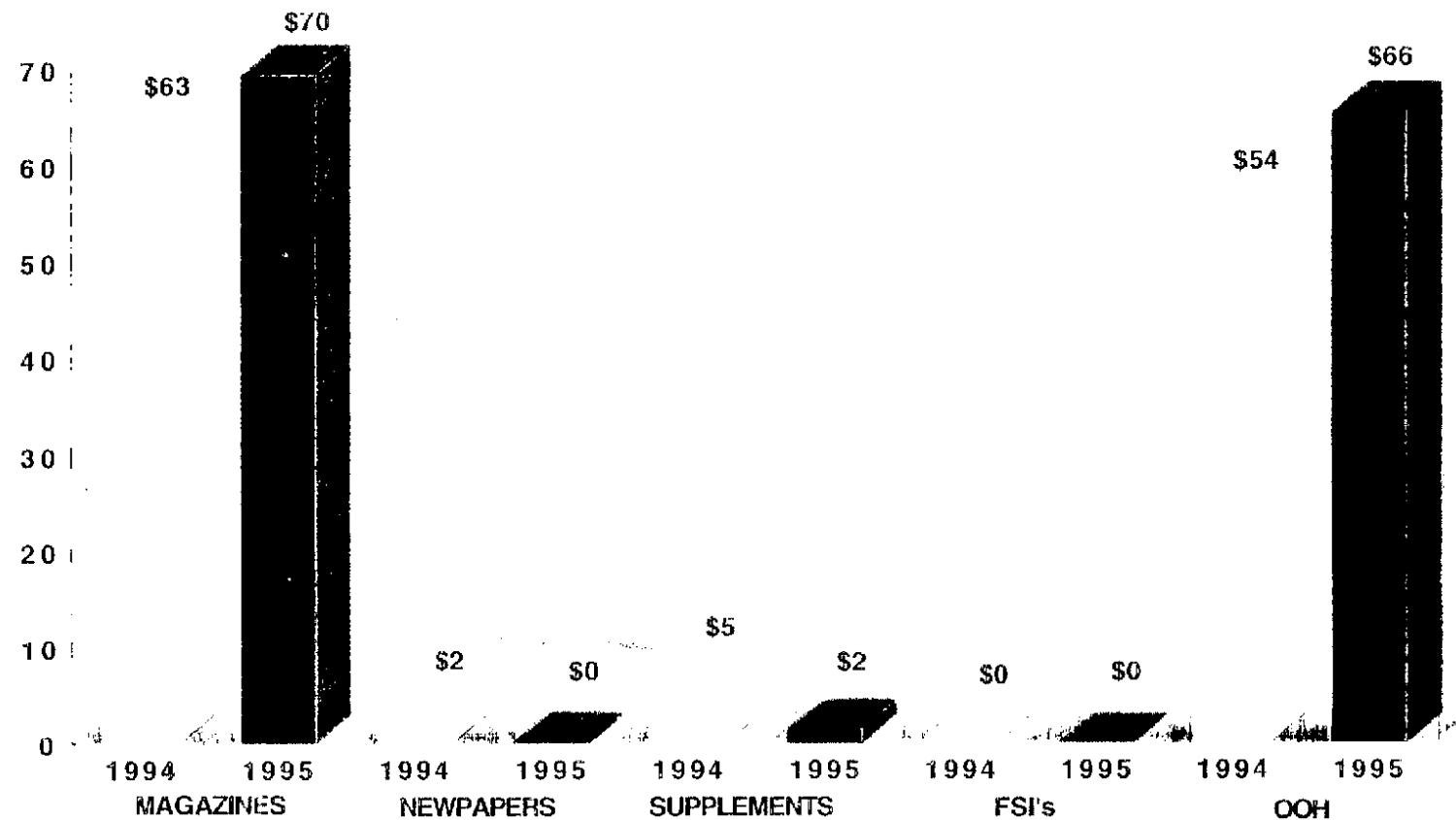
2060297651

BROWN & WILLIAMSON SPENDING BY REGION - 1995 VS 1994



260297652

BROWN & WILLIAMSON SPENDING BY MEDIUM - 1995 VS 1994



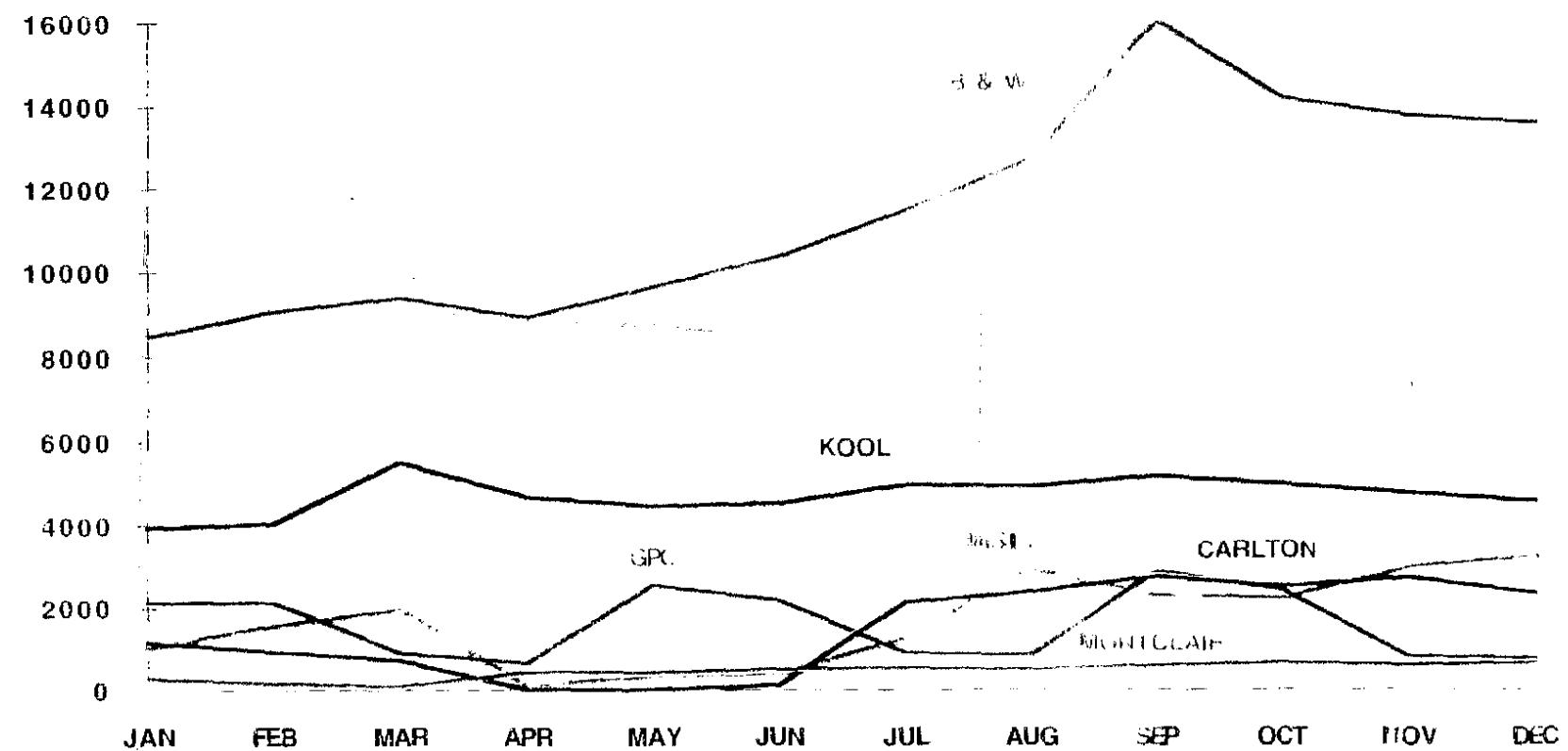
2060297653

BROWN & WILLIAMSON MAGAZINE INSERTIONS - 1995 VS 1994

| | 1994 | 1995 | DIFFERENCE 1995 VS 1994 | % DIFF |
|---------------------------|------|------|----------------------------|--------|
| TOTAL INSERTIONS | 943 | 911 | -32 | -3 |
| Women's Service | 100 | 132 | 32 | 32 |
| Newsweeklies | 23 | 42 | 19 | 83 |
| Men's General Interest | 33 | 42 | 9 | 27 |
| Military | 42 | 50 | 8 | 19 |
| Theater Program | 3 | 9 | 6 | 200 |
| Regional/Local | 18 | 22 | 4 | 22 |
| Entertainment | 168 | 168 | 0 | 0 |
| General Editorial | 20 | 20 | 0 | 0 |
| | | | | |
| Tabloid/Soaps | 201 | 141 | -60 | -30 |
| Sports | 82 | 59 | -23 | -28 |
| African American | 63 | 44 | -19 | -30 |
| Automotive | 13 | 8 | -4 | -31 |
| Women's Fashion/Lifestyle | 126 | 123 | -3 | -2 |
| Special Interest | 51 | 50 | -1 | -2 |

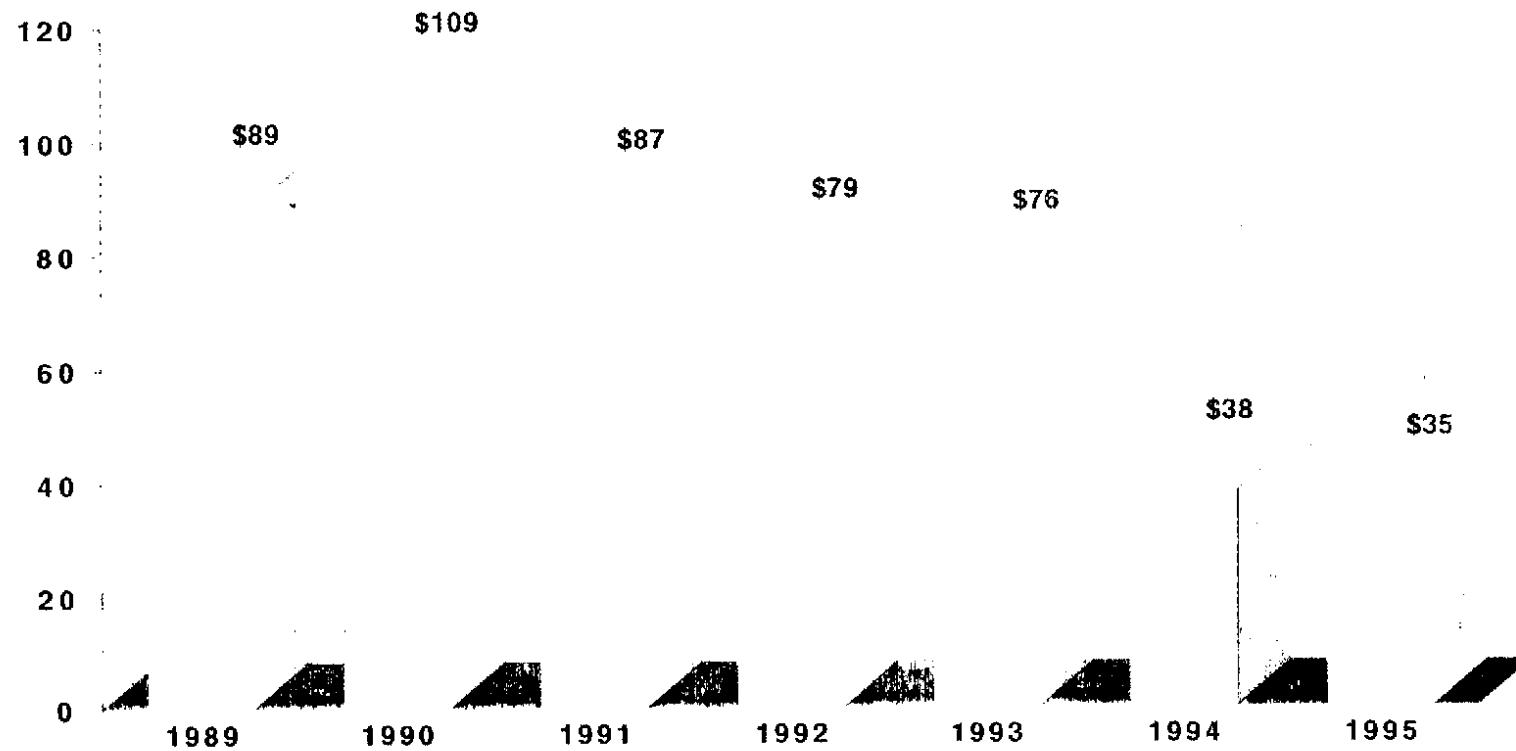
4994629902

1995 BROWN & WILLIAMSON REPORTED SPENDING BY MONTH



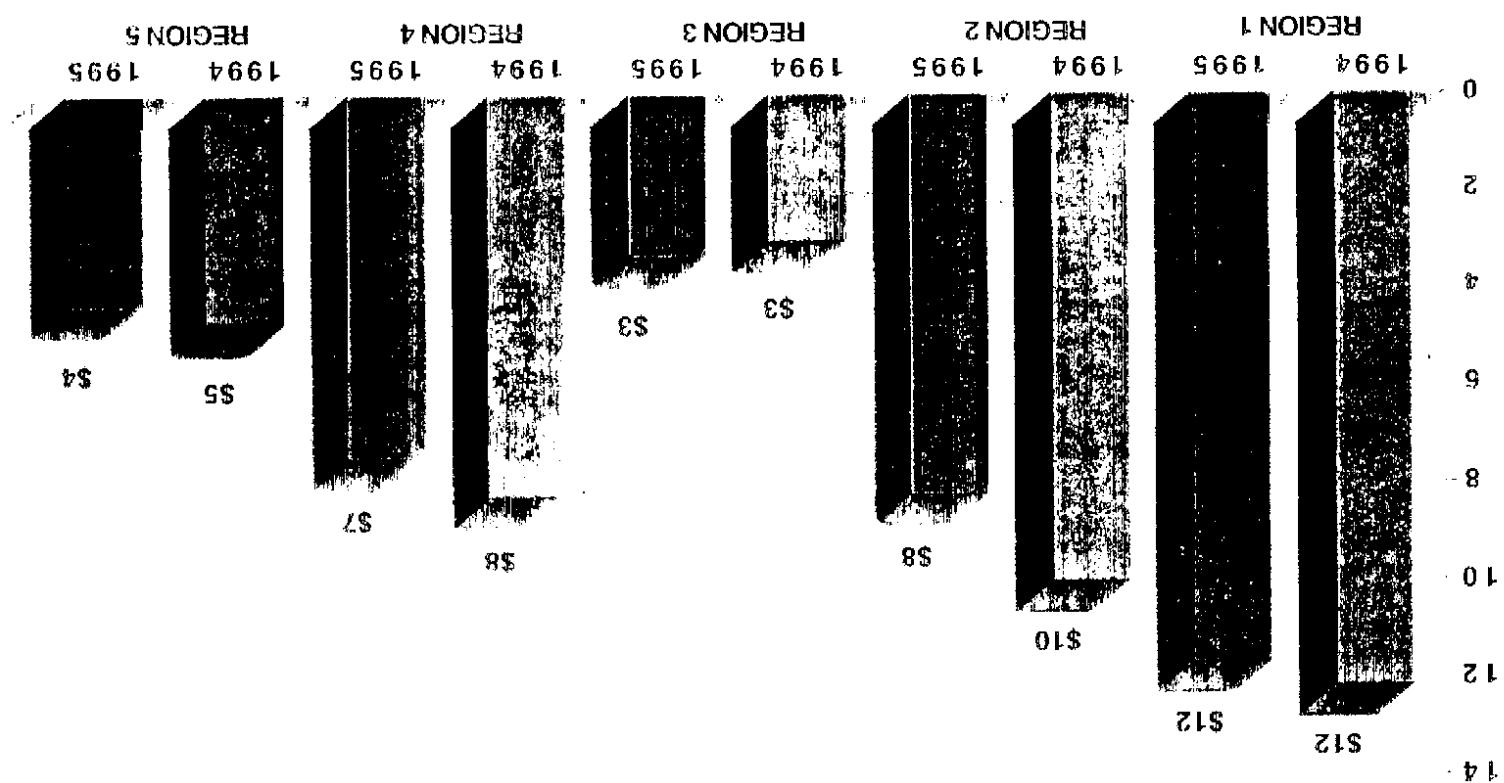
2060297655

LORILLARD REPORTED SPENDING
\$ MILLIONS



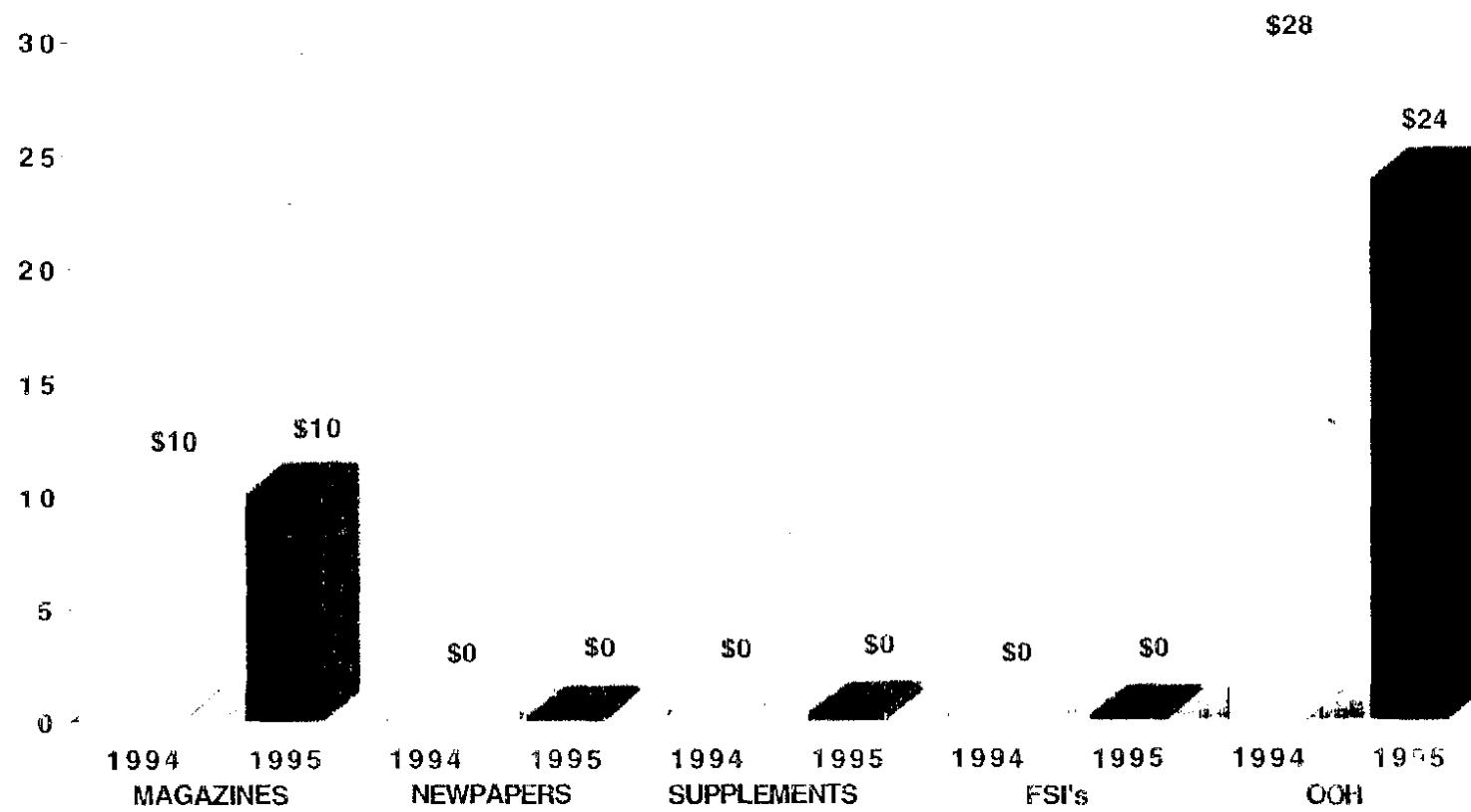
2060297656

2060297657



LORILLARD SPENDING BY REGION - 1995 VS 1994

LORILLARD SPENDING BY MEDIUM - 1995 VS 1994



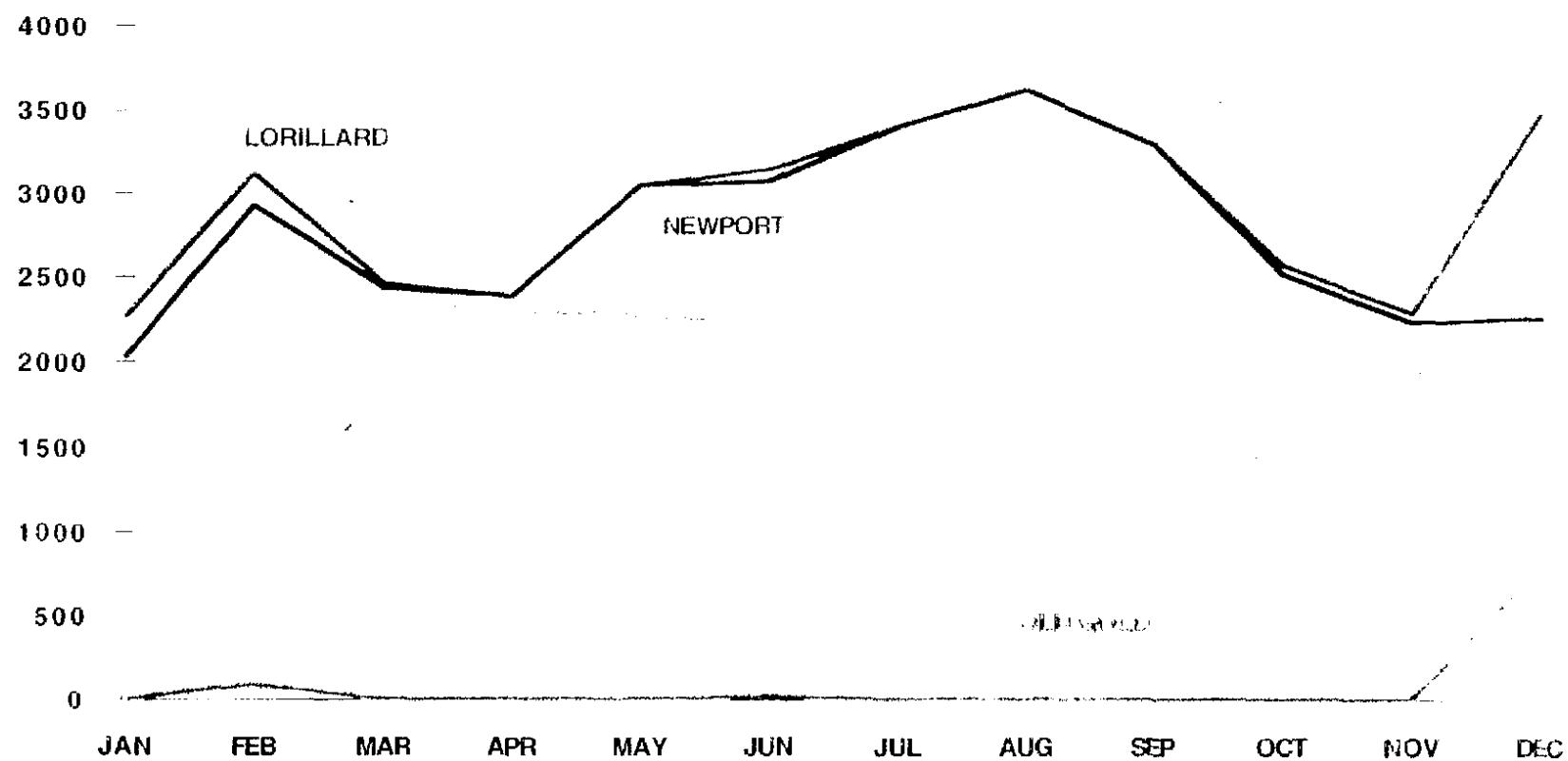
2060297658

LORILLARD MAGAZINE INSERTIONS - 1995 VS 1994

| | 1994 | 1995 | DIFFERENCE 1995 VS 1994 | % DIFF |
|---------------------------|------|------|----------------------------|--------|
| TOTAL INSERTIONS | 177 | 174 | -3 | -2 |
| Sports | 18 | 19 | 1 | 6 |
| Automotive | 24 | 25 | 1 | 4 |
| Men's General Interest | 13 | 14 | 1 | 8 |
| Entertainment | 34 | 34 | 0 | 0 |
| African American | 33 | 33 | 0 | 0 |
| Women's Fashion/Lifestyle | 14 | 13 | -1 | -7 |
| Tabloid/Soaps | 41 | 36 | -5 | -12 |

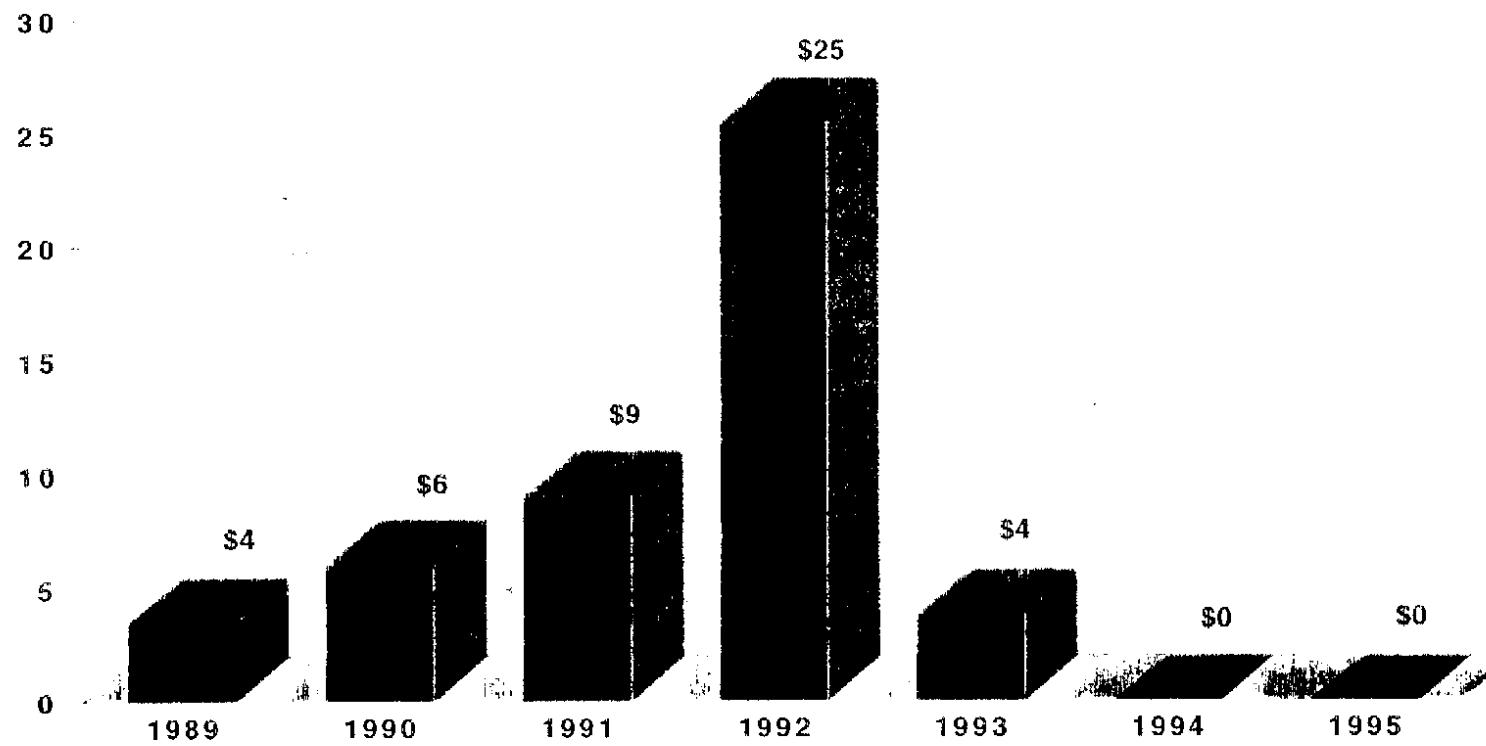
2060297659

1995 LORILLARD REPORTED SPENDING BY MONTH



2060297660

LIGGETT & MYERS REPORTED SPENDING
\$ MILLIONS



2060297661